Organic agriculture / food market Switzerland

Sabine Haller, Bio Suisse
September 26, 2023

The organic agriculture / food market in Switzerland 2022

17.1 %

of all agricultural operations in Switzerland and Liechtenstein **are organic** (Bud and organic regulations).

7’341

agricultural operations across Switzerland and Liechtenstein produce products according to Bio Suisse Standards.

11.2 %

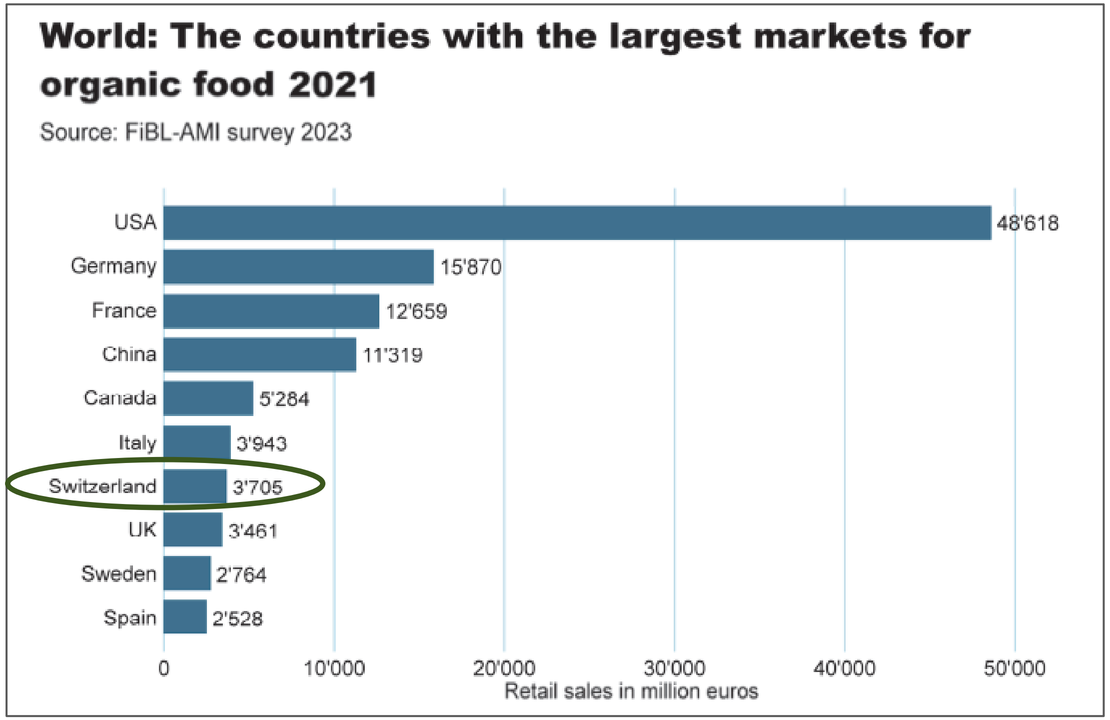
was the **share of organic food** in the total food market in Switzerland

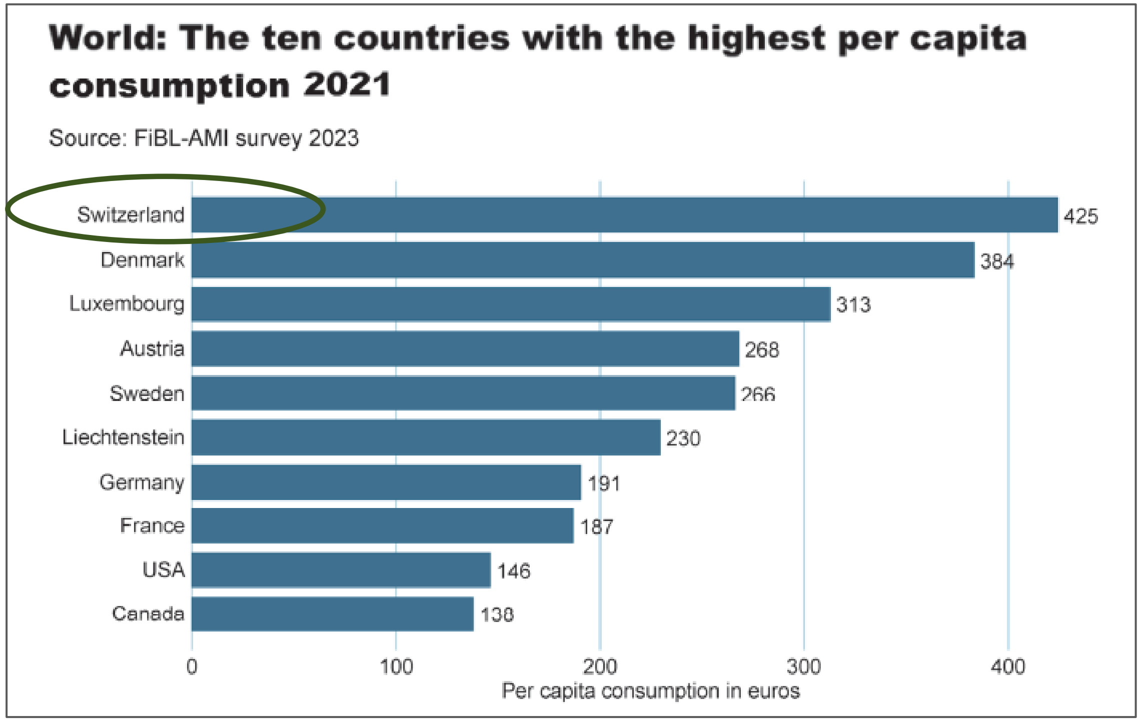
CHF 3.873 billion

are the **total sales in the organic food sector** in Switzerland.

Source: Bio Suisse 2023 (Organic sector in numbers 2022)

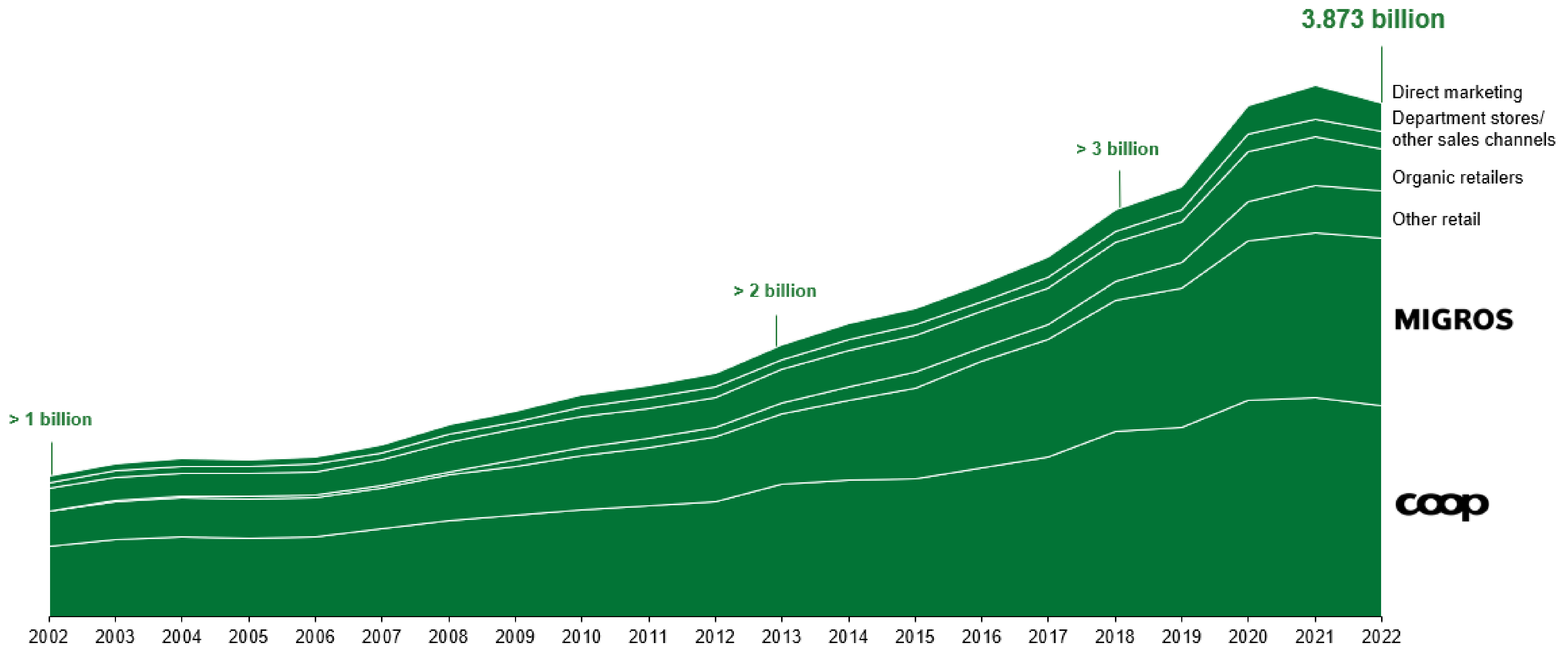
The organic food market in Switzerland compared with other countries worldwide





Source: FiBL- AMI survey 2023

Development of sales in the organic food market Switzerland

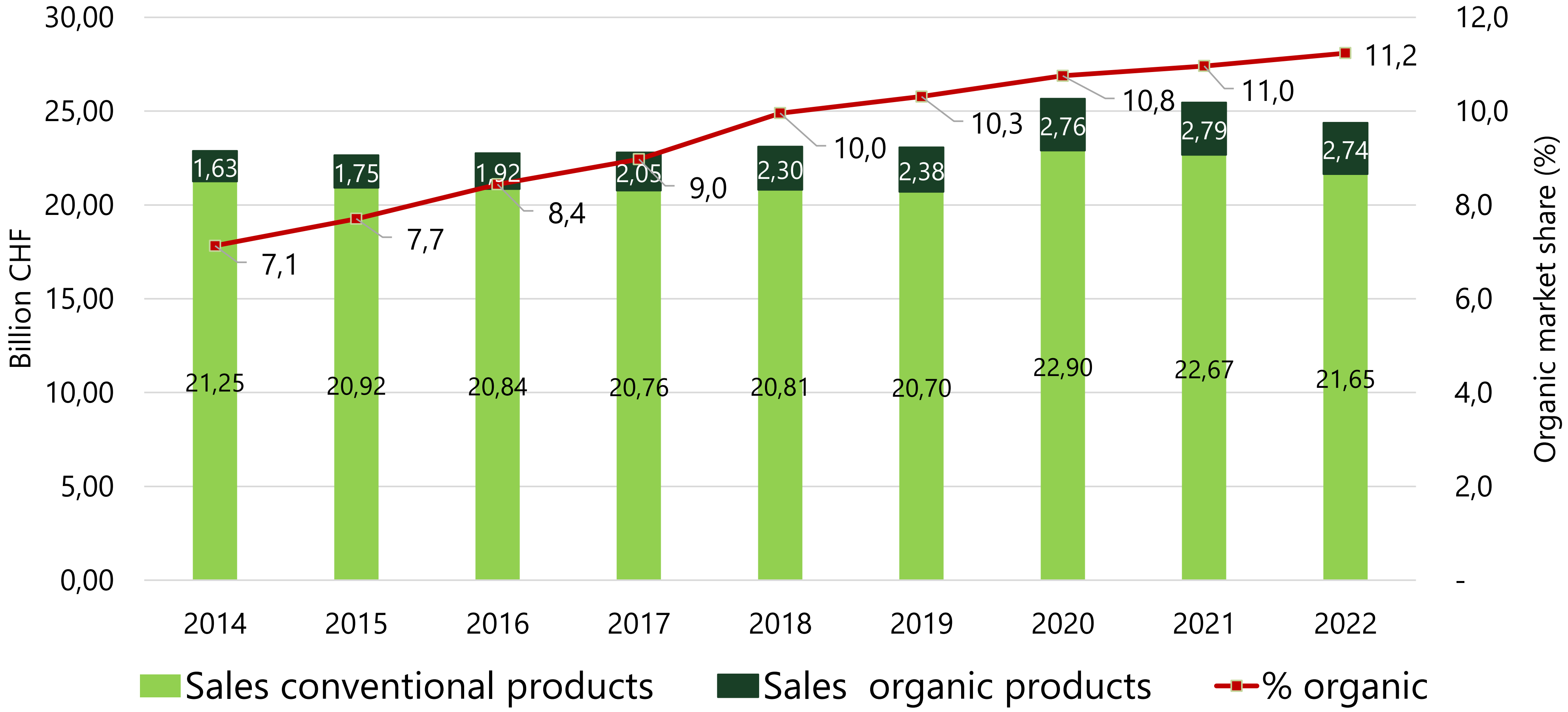


Source: Bio Suisse 2023 (Organic sector in numbers 2022)

EUROPEAN ORGANIC CONGRESS

Development of Sales in the Swiss Retail Market (Billion CHF)

- **4.1% increase** in organic market share from 2014 (7.1%) to 2022 (11.2%)
- Strong organic sales growth of **approximately 70%**
- **No growth** of conventional sales



Source: Nielsen 2023

What are the challenges the Swiss organic market is facing?

No political support

- Compared to the EU, in Switzerland there is no targeted political support for the organic sector

“Greening” of conventional

- Increased “greening” of conventional labels
  → Differentiation between labels not clear for consumers

Price pressure

- General increase in prices due to political and economic situation
  → Increased price sensitivity of consumers
- Large price difference between conventional and organic products as well as high margins in the retail trade make it difficult to realize price increases

Global warming impact

- Increased extreme weather conditions make production more demanding and riskier and make it more difficult to plan the supply of goods

How has Bio Suisse adapted to the current challenges ensuring fairness among the value chain?

- Fair trade relations (code of conduct, Ombudsman, reference prices, roundtables)
- Social audits in operations abroad
- Sharpening communication to consumer
- New department for strategic projects (e.g. climate change, animal welfare, social standards)
- New programs for broadening target group (e.g. gastronomy) & direct marketing (farmer to consumer)

EUROPEAN ORGANIC CONGRESS